## PARK & MAIN

Stalls: 84 Pay hours: 9 AM - 9 PM

	Dec '11	YTD Total	Dec '10	YTD Total *	YTD Diff + / -
Pay Station Gross Revenue	\$ 5,011.40	\$ 68,553.25	\$ 4,209.60	\$ 55,500.30	\$ 13,052.95
Pay Station Transactions	2,474	32,139	1,821	24,649	7,490
Average time paid	2 hr 2 min	2 hr 8 min	2 hr 19 min	2 hr 15min	-
Occupancy % 9 am - 9 pm	18.4%	22.4%	15.5%	21.4%	1.0%
Occupancy % 9 am - 5 pm	15.9%				
Occupancy % 5 pm - 9 pm	23.5%				
Net revenue per stall	\$ 50.11	\$ 57.13	\$ 41.42	\$ 54.64	\$2.49
Net revenue to owner	\$ 4,209.58	\$ 57,587.38	\$ 3,479.41	\$ 45,899.18	\$11,688.20

## LAKE & CENTRAL

Stalls: 50 Pay hours: 5 PM - 9 PM

	Dec '11	YTD Total	Dec '10	YTD Total	YTD Diff + / -	
Pay Station Gross Revenue	\$ 4,702.65	\$ 60,416.95	\$ 3,696.15	\$ 55,156.35	\$ 5,260.60	
Pay Station Transactions	2,421	32,454	1,901	29,880	2,574	
Average time paid	1 hr 57 min	1 hr 46 min	1 hr 56 min	1 hr 51 min	-	
Occupancy %	87.1%	99.4%	68.4%	90.7%	8.6%	
Net revenue per stall	\$ 82.77	\$ 88.61	\$ 65.05	\$ 80.90	\$7.72	

## LAKESHORE PLAZA

Stalls: 106, Auxiliary lot 17 Pay hours: 5 PM - 9 PM

	Dec '11	YTD Total	Dec '10	YTD Total	YTD Diff + / -
Pay Station Gross Revenue	\$ 7,693.05	\$ 89,579.00	\$ 5,831.30	\$ 76,201.05	\$ 13,377.95
Pay Station Transactions	3,802	49,059	2,918	43,327	5,732
Average time paid	2 hr 2 min	1 hr 50 min	2 hr 0 min	1 hr 46 min	-
Occupancy %	57.9%	59.9%	43.9%	50.9%	9.0%
Net revenue per stall	\$ 55.04	\$ 53.41	\$ 41.72	\$ 45.43	\$7.98

## Note:

- 1) Pay Station gross revenues are from Cale's webpage. \* YTD totals are low because parking began on March 1, 2010.
- 2) Park & Main month's net revenue is estimated, actuals are not available until the following month
- 3) Lake & Central and Lakeshore Plaza net revenues are estimated and based on a 12% for credit card fee
- 4) Occupancy is based on the actual revenue divided by the maximum potential revenue, because stalls could be paid for more than once, occupancy may exceed 100%